OFFICE OF THE CITY MANAGER

NO. LTC # 256-2013

LETTER TO COMMISSIC

Mayor Matti Herrera Bower and

Members of the City Commission

FROM:

Jimmy L. Morales, City Manager

DATE:

July 25, 2013

SUBJECT: PAY BY LICENSE PLATE PARKING - UPDATE

The Parking Department is moving forward with the transition to "pay by plate" at multi-space pay stations. As you may recall, the Mayor and Commission approved an award to Digital Payment Technologies, Inc. for up to 750 multi-space pay stations. Currently, 350 units have been installed in the South Beach area. The balance of the units will be purchased when funding is approved for the FY 2013/14 Capital Budget. These Luke II units are equipped with the pay by plate payment platform, including an alpha-numeric keyboard. The commencement of the pay by plate option is instantaneous at the "flip of a switch".

The pay by plate platform provides several advantages. These include: interfacing with existing and future payment platforms such as pay by phone; motorcycles, scooters, and convertibles will have a viable payment option as their displayed receipt will be unique to that specific vehicle's license plate resulting in a substantial reduction in attempted and/or stolen receipts; and reselling and/or transfer of receipts from vehicle to vehicle will no longer be viable to those attempting to manipulate the system.

The Parking Department is proceeding with a soft transition to pay by plate, by systematically transitioning pay stations by geographic area, from south to north. Customers will simply need to input their license plate number at the pay station and display their receipt. The "pay and display" payment platform will continue briefly until the LPR (License Plate Recognition) handheld and mobile systems are deployed later this summer. At that time, the display of receipts will no longer be necessary.

A public notice campaign regarding "pay by plate" will take place through placement of electronic message boards at strategic locations; personnel will be on-hand at pay stations to assist customers and answer questions; collateral materials will be distributed with helpful tips for users as well as reminders to have their license plate information when paying for their parking session at pay stations.

If you should any further questions and/or inquiries regarding this initiative, please contact Saul Frances, Parking Director at 305.673.7000, extension 6483.

atricia Walker, Chief Financial Officer Kathie Brooks, Assistant City Manager Mark Taxis, Assistant City Manager Joe Jimenez, Assistant City Manager Marcia Monserrat, Special Projects Coordinator Saul Frances, Parking Director

JLM/PDW/SF

F:ping/all/saul/cmo/ParkingPaybyPlateUpdate.ltc